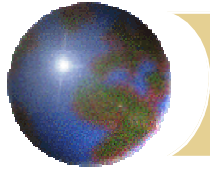


# *The Internet Pure Play Approach to Utility Services*

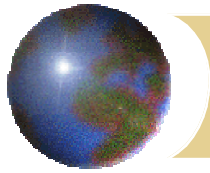
Dan Lieberman  
Utility.com  
August 8, 2000





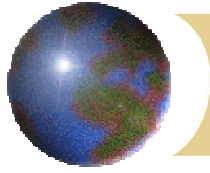
## *Topics to Discuss*

- Who is Utility.com
- Utility.com's green message
- Offering multiple products to create margin
- Using IT to reduce costs
- Potential to reduce green premiums through pure play



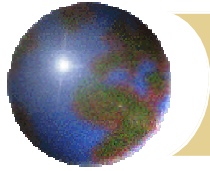
## *Who is Utility.com*

- The world's first internet utility company
- Utility.com provides residential and small business consumers with electricity, internet service, and telephony service...all on the web
- We sell electricity in CA, PA, MA; licensed in 6 others
- Through cutting edge technology we provide 100% online billing
- Andersen Consulting named Utility.com the Best-Performing Utility Web Site in the World



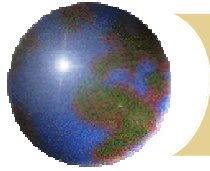
## *Utility.com's GreenPlanet Product*

- 100% renewable resources from APX
- Certified Green by Green-e and the California Energy Commission
- 5% new renewable resources in year 2000
- Forest Friendly<sup>SM</sup> paperless billing
- 20% discount every month



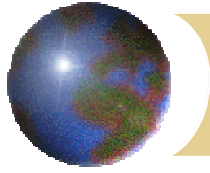
## *Green Corporate Policy*

- We'll always offer GreenPlanet in California
- We'll offer Green options in other states
- We support new renewables through Green-e standards (5% in 2000)
- We support renewable portfolio standards
- Provide environmental information for customers on our website
- Our paperless online Forest Friendly Billing<sup>SM</sup> reduces the usage of paper and saves trees



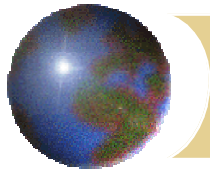
## *Market Basket of Products*

- **Now:**
  - Electricity
  - ISP/DSL
  - Appliance Service Plans
  - Long Distance Telephone
- **Soon:**
  - Natural Gas
  - Cyberstat
- **Benefits of Basket Approach**
  - Customer convenience and savings
  - Shopping cart signup approach
  - Balancing margins



## *Using IT to Reduce Costs*

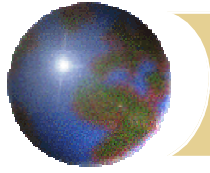
- Utility.com is a technology company
- State of the art programming
- Online enrollment
- Supplier consolidated online billing
- Extremely fast processing
- Web-based account management for customers
- Well positioned for advanced metering and real-time pricing



## *Utility.com's E-Utilities Program*

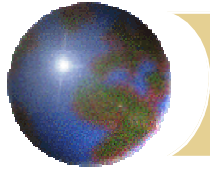
- **Benefit to Local Utility**
  - Utility.com provides E-commerce solution
  - Utility lowers billing & data management costs
  - Opportunity for Utility's Product Expansion
- **Benefit to Customer**
  - Cost savings & convenience
- **Benefit to Utility.com**
  - b-2-b channel
  - Channel into regulated markets





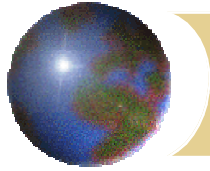
## *Benefits of Paperless systems*

- Automated = low cost for us
- Forrest Friendly<sup>SM</sup> paperless billing
- Saves on postage \$ and energy
- Reduces paper use by us and customer
- Online marketing is lower cost
- Fast
- Convenient
- Adaptable/Scalable



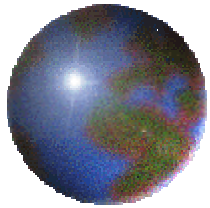
## *Reducing Green Premiums*

- Partnership with Southern
- Use IT to reduce transaction costs
- Balance margins with other products



## *Advantages of Pure Play*

- Utilities are slow to adopt new approaches
- Electronic enrollment & billing systems = fast, cheap, adaptable, scalable
- Ability to offer green add-ons to our billing system
- Synergy of green power and paper-reduction
- No paper = cheap, convenient, green
- Increasing online market base
- Able to market nationally and to remote customers



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